



ANDERSON BRULÉ ARCHITECTS

**SUNNYVALE CIVIC CENTER MODERNIZATION**  
**Library Focus Group**  
**Agenda**

**MEETING DATE:** April 13, 2015  
**MEETING TIME:** 7:00 – 8:30 pm  
**LOCATION:** Library Program Room

**REGARDING: “Meeting Agenda”**  
ABA PROJECT #: 14-1201-1

**ATTENDEES:** Pamela Anderson-Brulé, *ABA* Kent Steffens, *Assistant City Manager*  
Amy Crawford, *ABA*

**CONTEXT:** The City of Sunnyvale has initiated a study for modernization of the Civic Center to improve service delivery to the public; maximize efficient, achieve functional and sustainable design; and create additional needed space. The results of this effort will provide information necessary for Council to choose an approach to land use planning as well as financing option for a future Civic Center Master Plan.

As part of the process for the Sunnyvale Civic Center, we are reaching out to a cross section of the community to help us better understand the City’s service needs and priorities. This Focus Group Meeting is meant to be an open and collaborative discussion with stakeholders, who are interested in the future of the City.

**PURPOSE:** The purpose of this meeting is to:

- Gather information in order to draft vision and success criteria
- Gather information in order to draft a Needs Assessment
- To engage in an open and collaborative discussion about library needs, service priorities, and the best use of the Civic Center site.

**INTENDED RESULTS:**

- Develop a shared understanding of the overall process and project scope
- Develop an understanding on perspectives of service needs and priorities for the library
- Gather information towards the development of a Needs Assessment for modernization of the Civic Center, specifically land use and financing

**AGENDA ITEMS**

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- I. Introduction / Agenda Review**
- II. Project Plan Overview**
- III. Current Library Trends**
- IV. Vision, and Needs Assessment Discussion**
  - A. Background Information & Introductions
    - 1. Who Do You Feel You Represent in the Community?
    - 2. What Library Services do you use and how often?
  - B. Vision
    - 1. What do you appreciate about the services offered? What is working well?
    - 2. What positive impacts would you like the Library to have on the community?
  - C. Needs Assessment
    - 1. What would you like to be able to do or have access to at the Library, but currently cannot?
    - 2. Do you have any concerns associated with the planning of a new Library? Do you feel other community needs are not being met?
    - 3. What is the most important improvement needed for the Library?

- D. One alternative to be considered is moving the library to the community center, what do you think of this idea?

**V. Friends of the Library Discussion**

- A. What are the most critical issues for Friends of the Library?
- B. Discuss Friends bookstore operations
  - 1. Is it on an honor payment system?
  - 2. Is it staffed?
  - 3. What are the hours of operation?
- C. Discuss effective use of storage/needs

**VI. Conclusion**

- A. Next Steps
  - 1. Community Workshop
    - a) April 25<sup>th</sup>, 9:00 am-12:00 pm, Library Program Room
- B. Feedback



# Sunnyvale Civic Center Modernization

## Phase A.2 - Needs Assessment

### Library Focus Group

SUNNYVALE  
CITY HALL

April 13, 2015





# Introduction & Agenda Review

Context

Purpose

Intended Results



# Context, Purpose, & Intended Results

## Context :

The results of this effort will provide information necessary for Council to choose an approach to **land use planning** as well as **financing option** for a future Civic Center Master Plan.

This Focus Group Meeting is meant to be an open and collaborative discussion with stakeholders, who are interested in the future of the City.



# Context, Purpose, & Intended Results

## The Purpose of this Meeting is to:

- Gather information in order to draft vision and success criteria
- Gather information in order to draft a Needs Assessment
- To engage in an open and collaborative discussion about library needs, service priorities, and the best use of the Civic Center site

## The Intended Results For this Meeting Are:

- Develop a shared understanding of the overall process and project scope
- Develop an understanding on perspectives of service needs and priorities for the library
- Gather information towards the development of a Needs Assessment for modernization of the Civic Center, specifically land use and financing



# Context, Purpose, & Intended Results

- **Agenda**

- Introduction / Agenda Review
- Project Plan Overview
- Current Library Trends
- Vision, and Needs Assessment Discussion
- Friends of the Library Discussion
- Conclusion

- **Conclusion**

- Next Steps
- Feedback



# Project Plan Overview

Project Schedule & Process Map

What's Next?

Goals of Community Outreach



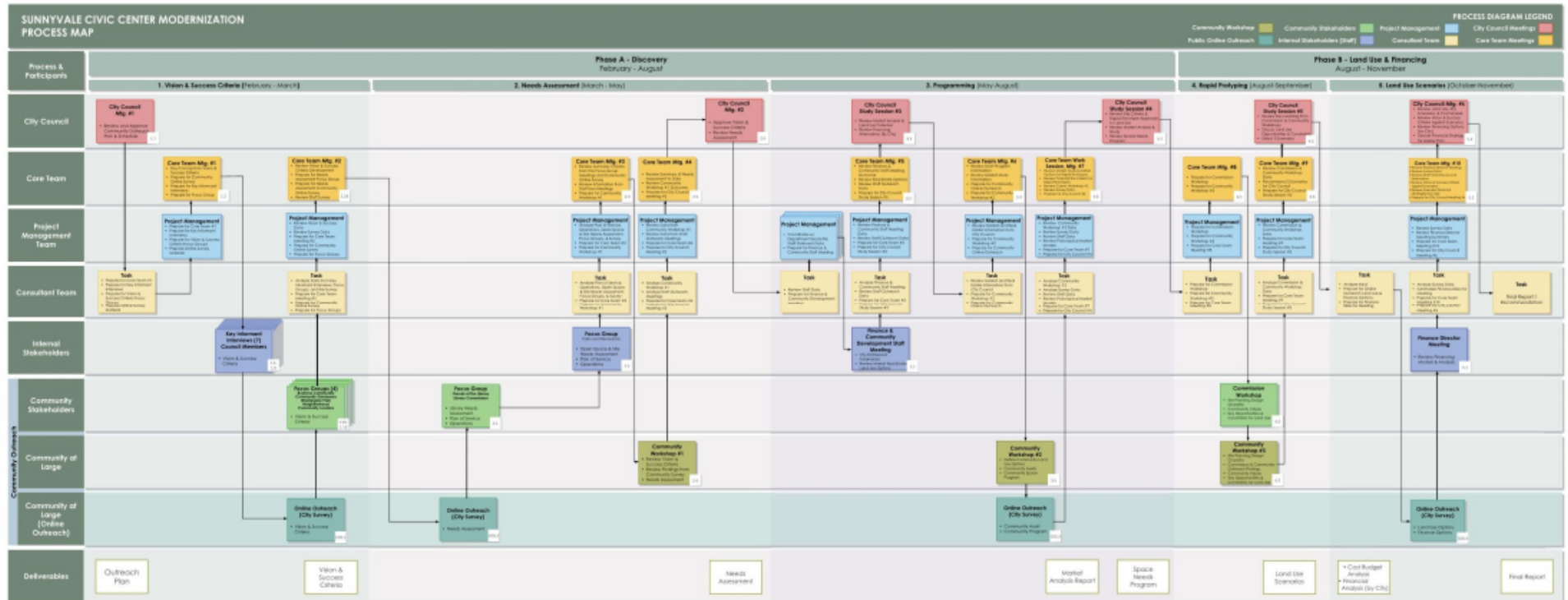


# Project Schedule & Process Map

- **Phase A – Discovery** (February – August)
  - Phase A.1 - Vision & Success Criteria
  - Phase A.2 - Needs Assessment
  - Phase A.3 - Programming
- **Phase B – Land Use & Financing** (August – November)
  - Phase B.4 – Rapid Prototyping
  - Phase B.5 – Land Use Scenarios

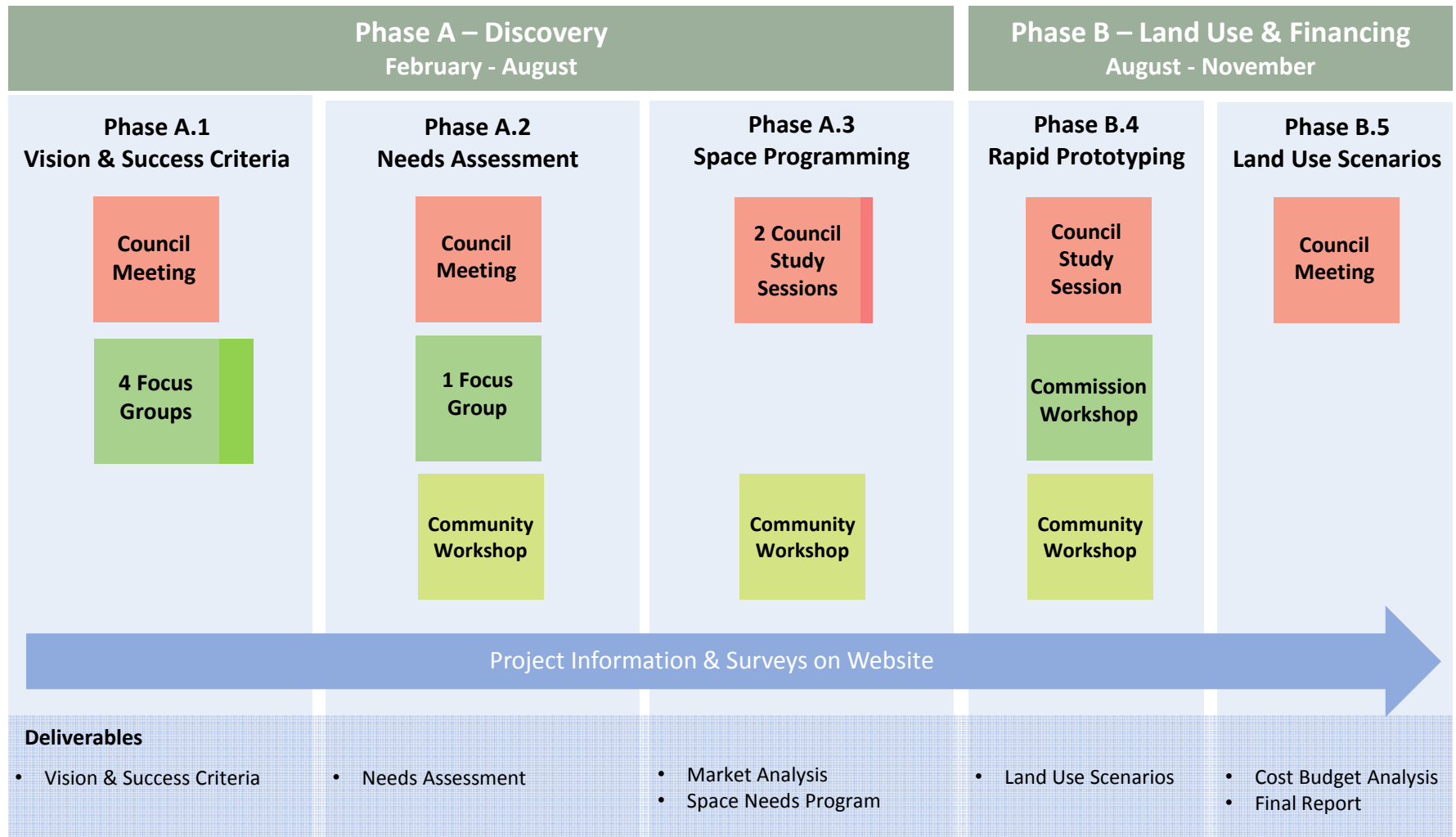


# Process Map





# Process Map – Summary of Community Outreach





# What's Next?





# Goals of Community Outreach

- **Inform**
  - Provide the community with information to assist them in understanding the problem, alternatives, opportunities and/or solutions
- **Consult**
  - Obtain community feedback on analysis and alternatives
- **Involve**
  - Work directly with the community to ensure that public concerns and aspirations are understood and considered
- **Collaborate**
  - Partner with the community in development of alternatives and the identification of the preferred solution



# Library Trends

Operations

Services

Shared and Joint Use Space



# Library Trends

## ■ 21<sup>st</sup> Century Library Operations

- Staffs with broader skill sets
- Cross-trained staff, able to assist with few referrals
- Single service point becoming no service point?
- Automated returns and sorting – e-book impact?
- Lean work processes
- Joint use facilities– Parks & Rec, Schools

## ■ 21<sup>st</sup> Century Library Services

- On-Demand Programming
- Experiential and hands-on (maker spaces)
- Customer driven & customer participation (social networking)
- Mobile tech replacing fixed tech
- Out and about (bicycle libraries, etc.)
- E-materials replacing physical ones
- Community gathering place & Center of civic engagement

Continued on next slide



# Library Trends, Continued

- Shared and Joint Use Space Possibilities
  - Shared meeting spaces
  - Shared outdoor spaces
  - Shared parking
  - Shared customer service point(s)
  - Cross trained staff provide seamless services





# Library Metrics

	City of Sunnyvale	City of Santa Clara	Mountain View	Palo Alto	Cupertino (Part of SCC)	Saratoga (Part of SCC)	Los Gatos	Gilroy (Part of SCC)	Milpitas (Part of SCC)	Santa Clara County (SCC)
Population Served (2014)	147,055	121,229	76,781	66,861	59,946	30,887	30,532	52,413	70,092	425,564
Total Area Served (square miles)	24	18.4	12.3	25.8	11.3	12.4	11.2	16.2	13.6	1290
Total Facilities	1	3	2	5	1	1	1	1	1	10
Service Area Per Facility (square miles)	24	6.13	6.15	5.16	11.3	12.4	11.2	16.2	13.6	129.0
Total Facility (square feet)	60,843	105,125	60,000	86,990	54,000	48,500	29,240	53,500	60,000	299,250
Total Facility SF Per Capita	0.41	0.87	0.78	1.30	0.90	1.57	0.96	1.02	0.86	0.70



# Discussion



# Discussion

- Background Information & Introductions

- Who Do You Feel You Represent in the Community?
- What Library Services do you use and how often?

- Vision

- What do you appreciate about the services offered? What is working well?
- What positive impacts would you like the Library to have on the community?



## Discussion (continued)

### ■ Needs Assessment

- What would you like to be able to do or have access to at the Library, but currently cannot?
  - Do you have any concerns associated with the planning of a new Library? Do you feel other community needs are not being met?
  - What is the most important improvement needed for the Library?
- 
- One alternative to be considered is moving the library to the community center, what do you think of this idea?



# Friends of the Library Discussion

- What are the most critical issues for Friends of the Library?
- Discuss Friends bookstore operations
  - Is it on an honor payment system?
  - Is it staffed?
  - What are the hours of operation?
- Discuss effective use of storage/needs



# Conclusion

Next Steps

Action Items

Feedback



# Conclusion

- Next steps
  - Community Workshop
    - April 25<sup>th</sup>, 9:00 am-12:00 pm, Library Program Room
- Feedback



Thank You





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Amy Crawford, *ABA* Open to Public  
Kent Steffens, *Assistant City Manager*

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**MEETING MINUTES**

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**I. Introduction / Agenda Review**

**II. Project Plan Overview**

**III. Current Library Trends**

**IV. Vision, and Needs Assessment Discussion**

**A. Background Information & Introductions**

1. Participants were asked who they feel they represent in the community. The following is a list of responses:
  - a) Library patrons
  - b) Parents of Tweens
  - c) Community fundraiser participant
  - d) Homeschool parents
  - e) Students
  - f) E-book users

- g) Library seminar attendees / program users
- h) Friends of the Library
- i) The community in general
- 2. Additional comments
  - a) All of one's life is an education and that the library needs to evolve with trends and progress.
  - b) The Library's children's area is under-sized for children's programs and there is not a good space for tweens.
  - c) The community space is a nice idea.
  - d) One participant mentioned that he feels the mandate to advocate for the Friends of the Library and to support literacy in general.
  - e) What the Friends uses the most is the cross-trained personnel, the storage, the elevator, and the workspaces.
  - f) Link + is important
- B. Vision
  - 1. What do you appreciate about the services offered? What is working well?
    - a) The library has great librarians that are innovative and creative at coming up with new ideas. Creating an agile and flexible space for those librarians to continue to innovate is very important.
    - b) The brick walls of the existing building are not conducive to work in this century because it makes rewiring very difficult and limits Wi-Fi signal.
    - c) The library already has automated materials management which should be kept in good working condition. It uses a combination of RFID and materials sort.
    - d) The full collection should be on the shelves and not in the basement. What is the percentage of resources that are stored in the basement and cannot be displayed?
    - e) The user should be able to access a trademark resource so that if he/she wants to innovate, they can find the information they need.
    - f) One participant suggested that there should be a decision around what direction the collections should go in to meet the community needs, and that the library should not to be everything and meet every single need.
    - g) There is currently no space for group meetings and that need should be met in a future library.
    - h) Add more Wi-Fi and collaborative spaces.
    - i) More community rooms.
    - j) Better acoustics in general.
    - k) There is a need to address spaces for kids. These should be interactive zones for them to "just be kids" not just zones where they have to be quiet.
  - 2. What positive impacts would you like the Library to have on the community?
    - a) The Library should be a place to learn about other cultures.
    - b) The Library should catch up to the community's needs. Considerations and examples include:
      - 1) Sunnyvale is at the center of Silicon Valley.
      - 2) Its residents represent many ethnicities and ESL conversation meetings currently occur at the library once a week.
      - 3) Integration of technology (3M, Overdrive, Hulu, etc.)
- C. Needs Assessment
  - 1. What would you like to be able to do or have access to at the Library, but currently cannot?
    - a) There was a question about how the proposed branch library would fit into this equation. There is concern about compromising the branch library for this library. It is important to still be able to get that one off the ground.
    - b) The Library (users/staff) take very seriously the fact that they have the smallest square footage of any library in the area.
  - 2. Do you have any concerns associated with the planning of a new Library? Do you feel other community needs are not being met?
    - a) Biggest concern is that the Community has been down this road before and it didn't come to fruition for one reason or another.
    - b) A representative from the Friends of the Library remembers from the last time the project didn't happen because some believed the new library was going to take away some of the

open space. Any proposal for this new library should address the concerns that something else will be taken away. The previous effort which proposed a new, larger library would have cast a shadow on the Community Garden which was not well received.

- c) People are worried about a new library taking away open space.
- 3. What is the most important improvement needed for the Library?
  - a) Anticipate progress and plan for future technologies (such as fiber optics, etc.)
- D. One concept under consideration is to move the library to the Community Center, what do you think of this concept?
  - 1. One participant thinks it is a good idea to move it to the Community Center; it could share a computer lab and meeting rooms and it would be good for seniors.
  - 2. The Civic Center is geographically located in the center of the City but the Community Center is close to public transportation. One concern with moving it there is the potential pushback from those who currently live close to the library.
  - 3. It would change how far people are from the Library and there are already areas where people are more than two miles away from it now. Moving it could make it even farther away for those people.
  - 4. Moving it wouldn't change the open space issue.
  - 5. Assume that the branch library at Lakewood Park will come to fruition. Moving the library to the community center will make it too close to the branch library, so it should stay at the Civic Center.
  - 6. One participant believes it could work to have it at the Community Center, however he is used to it being at the current location.
  - 7. It's good to look at synergies, think about land use, and how things could be impacted.
  - 8. Two summers ago, there was a study session with Council, and the results suggested that people would have an issue with losing open space at the Community Center.

**V. Friends of the Library Discussion**

- A. What are the most critical issues for Friends of the Library?
  - 1. They sell books. The biggest effort is selling at the bi-monthly book sales, in the Lobby, and online.
  - 2. The biggest profits are from the Lobby sales.
  - 3. With a potentially bigger library, the Friends would like to expand on their current effort and perhaps have a bookstore.
- B. Discuss Friends bookstore operations:
  - 1. Is it on an honor payment system?
  - 2. Is it staffed?
    - a) The Friends would like it to be flexible in terms of being staffed or unstaffed.
    - b) Staffing would be by volunteers and without someone there it would be locked. They would also like to have some space in the Lobby for selling all the time. Other nearby cities have done similar things.
    - c) There has been no decision regarding hours of operation for the bookstore.
- C. Discuss effective use of storage/needs:
  - 1. Sorting:
    - a) Currently all books come in at one area, where they stack up. Volunteers come in on Wednesdays and Saturdays to sort them.
    - b) It would be nice to have a single sorting area open to the outside so that people can drop off their books from their cars. They are currently dropped off at the back loading zone.
  - 2. The participant was unsure what the level of the Friends collection is; but the sales are doing well and are at a high volume.
  - 3. It is important to continue having book sales and not just a bookstore.
  - 4. There is a desire from some to see a Lobby area dedicated to selling books, but with better books in a bookstore.
  - 5. Discussed addressing the issue of attending a store.
    - a) It should be an all-inclusive store design where, at times, the volunteers can do their sorting and, at other times, customers can come to purchase books.
    - b) Many libraries have a place where you can pay by an honor system and that this may be a possibility for the book sales setup outside the store.

- c) One concern is that there isn't a way to pay for books at the same place where one would pay their fines. Using Square and/or other new technologies could help resolve these issues.

D. Public Comments

1. One thing missing on the Friends list that needs consideration is storage space.
  - a) The number of collections is unknown at this time, once that is clarified this can be addressed.
2. A suggestion was made regarding the Friends book sales; The better books could get RFID chips which could help with sales and would allow to use technology and get books paid for.
3. One participant commented that she is a parent and neighbor of the library; She would want the Library to stay where it is and would feel "heartbroken" if it were to be relocated. She explains how local schools take field trips to the Library and the kindergarteners walk there. Older kids come here for field trips too and to do research.
4. One comment was that the current return system is frustrating and slow. Having more return points would be beneficial.
  - a) The configuration of the building as it is restricts the return system to its current setup. Future updating of the system should make it faster.
5. Library services they use the most:
  - a) One participant noted they have teenagers and the collections for them are grossly inadequate. They use Link+ often because they can't get everything they need.
  - b) Overdrive and 3M are often used but instructions on how to do so are not clear on the website.
6. There was a desire to expand digital content access via e-reader which may be an inexpensive way to expand content.
7. It's important to have librarians who are knowledgeable enough about books and series to be able to recommend them to kids.
8. One participant noted that he likes the adult programs such as: the NASA update, home-brewing and barbeque programs.
9. There was frustration from one Friends of the Library member that not all of the Friends were invited to attend the meeting. All Friends members should have had the opportunity to discuss the questions prior to the workshop.
10. There is a large population of people who use the Library every day. Some are undesirable and they take up many places and all of the outlets.
11. A question was raised regarding the future of the Friends. What is going to be happening with the Friends in 5 to 10 years? A suggestion was made that if they don't get books in good condition, there may not end up being a need for a bookstore.
12. There is concern that building a bigger library won't necessarily mean the books she wants will be available. Link+ is great for this.
13. There are Wi-Fi dead spots in the library and there needs to be enough bandwidth to support the number of movie watchers in the Library. The technological needs are a high priority.
14. There is no model yet for e-books to be donated.
15. A coffee shop / cafe on site would be great.
16. Is there enough seating and the right type of seating in the library currently?
  - a) Uncomfortable seating makes sure that people move on, but some comfortable seating is good to have.
  - b) There is not enough seating of any kind.
  - c) The seating should match the environment; it should be different based on various space needs.
  - d) It should be easily cleanable.
  - e) There is a need for an area where kids doing a collaborative project can work together in small work rooms that can be scheduled to use collaboratively.
17. There is a link to an online forum on the City website where people can comment on what they would want in a library. Anyone is welcome to participate.
18. This process will be different than the experience in 2007. New methods of outreach are being used including online outreach. No direction has been decided as far as remodeling existing buildings, building new, or moving the library.
19. One attendee is concerned about what the City would build in its place if the Library moves to the Community Center. They don't want a big hotel, the LinkedIn campus, etc.

20. The upcoming Community Workshop will cover this point as well as others such as: general land use questions that will help direct what that space should be, what can it be, and should it be outdoor space or not?

**VI. Conclusion**

- A. Next Steps
  1. Community Workshop
    - a) April 25<sup>th</sup>, 9:00 am-12:00 pm, Library Program Room

***The above minutes reflect ABA's understanding of issues and assignments discussed at the meeting. Unless ABA is notified in writing of any discrepancies, the minutes will be considered an accurate record of the issues and assignments. Minutes produced from this meeting will be distributed for review and comment. If no written comments are received, the minutes will stand as the record of the conversations and directions given at the meeting.***